

The Role of Consumer Green Assurance in Strengthening the Influence of Purchase Intentions on Organic Vegetable Purchasing Behavior: Theory of Planned Behavior Approach

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Abstract: - This research aims to predict organic vegetable purchasing behavior by testing the three predictors in the Theory of Planned Behavior (TPB) which include attitudes (ATT), subjective norms (SN), and perceived behavioral control (PBC), as well as using consumer green assurance (CGA) to fill the gap that occurs in purchasing intentions (PI) and PBC towards purchasing behavior (PB). The population in this study are organic vegetable consumers spread across the Jakarta area. Data collection from 242 respondents was carried out using the purposive sampling method. Data processing uses PLS-SEM with the help of SmartPLS 4.0. The research results show that ATT and PBC directly influence PI, while SN does not affect PI. Furthermore, PI and PBC directly influence PB. CGA, as moderation, strengthens the influence of PI and PBC on PB. Theoretical contribution of this research is NS is not always a strong predictor of Intention to carry out a specific behavior. The presence of CGA in the TPB model can fill the gap between intentions and actual conduct. The implication results of this study indicate that it is necessary to carry out outreach efforts about the health and environmental benefits of consuming organic vegetables to increase subjective norms in society. Respondents' understanding of the term organic is different from one another, so there are differences in perception in assessing organic vegetables.

Key-Words: - Theory of Planned Behavior, Include Attitudes, Subjective Norms, Behavioral Control, Consumer Green Assurance, Purchasing Behavior, Purchasing Intentions.

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1 Introduction

Vegetables as horticultural commodities have nutritional value, essential for human health. Vegetables that have high nutritional content are not only used for daily healthy food consumption but also for traditional medicine. Organic vegetables, as one of the product choices that fall into the healthy food category, are believed to be free from chemicals and pesticides in production. The primary motivation for consumers to choose an organic product is because of the impact of organic products on health problems, [1]. Consumers consume organic vegetables due to the urge to get a better quality of life through several advantages found in organic vegetables, namely without chemicals and pesticides and free from GMOs (genetically modified organisms), a type of food that is very toxic and is linked to tumors. [2], stated that healthy

and highly nutritious vegetables can be produced using an organic farming system. Currently, the consumption of organic vegetables is spreading to restaurants, hotels, restaurants, and catering that offer healthy food menus. From many users of organic agricultural products, it turns out that not only consumers as direct users consume organic vegetables, but business people are also starting to look at organic agricultural products as raw materials for processed food.

Identification of previous research has yet to show precise research results regarding the findings produced. Discrepancies in research results between one study and other similar research give rise to research gaps where further analysis can be carried out. Several previous research results show that there is a gap in purchasing intentions towards purchasing behavior and PBC toward purchasing

behavior, as follows: 1. The gap between purchasing intentions and purchasing behavior

The gap between intentions and actual behavior indicates what consumers say they will buy and what they do in their purchasing behavior, [3] and [4]. This gap is known as the intention-behavior gap, [5], [6], [7], [8], [9] and [10]. Research by [11], states that consumer trust is the main requirement to be met in building a market, especially for goods that can be trusted, such as organic products set at a premium price. Consumer distrust in the control system and the authenticity of the food being sold. as an organic product has a significant negative impact on purchasing behavior. Apart from the studies described above, other studies have been found that show that there is no influence of Intention on behavior, [5], [7], [12], [13], [14], [15], and [16].

2. PBC gap in purchasing behavior

[17], research on factors influencing consumer purchasing intentions and purchasing behavior for organic vegetables in Brazil. The research results show that perceptions of PBC influence purchasing behavior for organic vegetables. Research by [18], regarding purchasing behavior for environmentally friendly products shows that perceptions of PBC significantly affect purchasing behavior for ecologically friendly products. The gaps in several previous studies that have been stated above open up holes for research to be carried out by generating the following novelties:

1. The CGA variable was added as moderation to fill the gap between purchasing intentions and organic vegetable purchasing behavior.
2. The CGA variable was added as moderation to fill the gap between PBC and organic vegetable purchasing behavior.

The aim of the research was to predict and find the outcome of organic vegetable purchasing behavior by implementing the Theory of Planned Behavior (TPB) concept, which consists of consumer attitudes, subjective norms (SN), and PBC toward organic vegetable purchasing behavior in Jakarta.

2 Literature Review and Hypothesis Development

2.1 Theory of Planned Behavior

The basic theory used in this research is the TPB, [19]. This theory is a behavioral theory that is often used in various studies to project consumer behavioral tendencies. This theory helps predict and understand the motivational influence on behavior

that the individual does not control. Apart from that, TPB is also used to identify and determine strategic direction for changing individual behavior. The foundation of the TPB is the idea that people are rational beings who use the knowledge at their disposal in a systematic manner.

The TPB was developed from the theory of Reasoned Action (TRA) presented by [20]. [20], expanded the idea into TPB. This theory is used to study and develop the various factors considered to intervene in human behavior, [21]. According to TRA, a person acts in a certain way because they are interested in or want to do so. TRA connects beliefs (beliefs), attitudes (attitudes), desires (intentions), and behavior (behavior). Recognizing the intended individual is the best approach to forecasting their behavior, as intention is the strongest predictor of behavior. However, it should also be noted that a person can make judgments based on entirely different reasons (not always based on Intention). An essential concept in this theory is focus attention (salience), namely considering something necessary.

2.2 Hypothesis Development

2.2.1 Attitude and Purchase Intention

The main factor that now accurately predicts environmentally conscious intentions and actions is attitude, [22] and [23]. Attitude is an individual's feelings, evaluations, and tendencies towards an object that are relatively consistent, [24]. Attitude is a person's thoughts about liking or disliking something, as well as staying away from or approaching something. In the context of this research, it is more about feelings of liking or disliking organic food. If the consumer has a good perception, then he will consume organic food, this is what will encourage consumers to increase their purchase intention towards organic food. This explanation is following the TPB, [19] which explains that attitude is one of the most important factors influencing consumer intentions and behavior in choosing a product. The degree to which a behavior's performance is appraised favorably or unfavorably is its attitude toward it, [25]. Attitudes toward behavior are determined by a combination of individual beliefs regarding the positive and adverse consequences of behavior with the individual's subjective value towards each result of that behavior, [19]. Consumers with a positive attitude towards environmentally friendly products tend to make environmentally friendly purchases. Previous studies show that a large number of consumers hold positive opinions about consuming organic food and

purchasing such products, [26] and [27]. Australian students' opinions and intentions about organic products were found to be significantly positively correlated, as demonstrated by tests conducted by [28]. According to a 2015 Iranian study by [29], attitude was the best indicator of young customers' intention to buy organic food. Based on the description above, the hypothesis is stated as follows:

H1: Attitude has a significant effect on purchase intention

2.2.2 Subjective Norms and Purchase Intention

Subjective norms are the pressure someone feels from their social environment about whether they should carry out a behavior. A subjective norm is a perception that there is social pressure to participate in an action or not, [25]. SN are social influences a person feels to show specific behavior, [30]. Normative beliefs, or SN, which are beliefs about the expectations of important individuals on the underlying behavior of caving into perceived social pressure, also influence human behavior, [31] and [32]. The context of SN in influencing intentions is a person's evaluation of social pressures that influence individuals to carry out or not carry out an action. SN are behavior standards commonly followed by social groups, [33]. [19], further suggests that social pressure and compliance motivation are a function of SN. Normative beliefs within a person can be formed through more than one group or individual who is their role model. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Based on the description above, the hypothesis is stated as follows:

H2: Subjective norms have a significant effect on purchase intention

2.2.3 PBC and Purchase Intention

Perception of behavioral control is an individual's belief regarding how much power they have to exert certain behaviors. PBC can also be interpreted as perceiving ease in carrying out certain behaviors. PBC is determined by factors that can facilitate or hinder a person's ability to carry out the behavior. PBC describes consumers' feelings about their ability to carry out specific behaviors (self-efficacy). According to the TPB, [25], an individual's perception of control is based on their beliefs about the importance of resources and their availability in the form of equipment, compatibility, competence, and opportunities. These beliefs can either help or

hinder an individual's ability to predict behavior. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Based on the description above, the hypothesis is stated as follows:

H3: PBC has a significant effect on purchase intention

2.2.4 PBC and Purchasing Behavior

In some cases, the performance of behavior depends on the motivation to do it and solid control over the behavior. PBC can directly impact behavior as well as implicitly influence it through the intermediary function of intention, [22] and [35]. It is anticipated that the association between conduct and PBC will only materialize when an individual's impression of control and their actual control over behavior are similar, [25]. Someone with a firm control belief regarding the factors that facilitate certain behaviors will have a high perception of being able to control that behavior. This explanation is following the TPB, [19] and [34] which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is proposed:

H4: PBC has a significant effect on organic vegetable purchasing behavior

2.2.5 Intention and Purchasing Behavior

As the direct precursor to action, intention serves as a signal of someone's preparedness to carry out a specific conduct. Intention indicates a person's readiness to carry out specific behaviors and is considered a direct determinant or cause of behavior, [25]. Intention signifies the plan and determination to carry out the targeted behavior. Generally, a person shows intention towards a behavior if they have evaluated it positively, experienced social pressure to do it, and believe that they have the opportunity and are capable of doing it. By strengthening a person's Intention towards a behavior, the possibility of the individual carrying out that behavior increases. According to [37], in their book entitled "Consumer Behavior," the consumer behavior model describes the process that consumers go through when making purchasing decisions identified five stages, namely: problem

recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is proposed:

H5: Purchase intention has a significant effect on organic vegetable purchasing behavior

2.2.6 Purchase Intentions, Attitudes, and Purchase Behavior

Intention is the consumer's desire to behave in a certain way to own and use a product or service, [38]. The literature on sustainable consumption shows that several pragmatic barriers influence the relationship between consumers' positive attitudes and their actual consumption behavior, [39]. Research by [40], regarding organic vegetable purchasing behavior in India shows that Intention mediates the influence of attitude on purchasing behavior. Consumers feel that buying organic food is a pleasant and valuable behavior. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is proposed:

H6: Purchase intention mediates the influence of attitude on organic vegetable purchasing behavior

2.2.7 Purchase Intentions, Subjective Norms and Purchase Behavior

Research conducted by [41], regarding the behavior of using environmentally friendly food packaging by food vendors in Malaysia shows that personal values are suitable as the mediator construct, while attitudes, SN, and perceived behavior control were all found to have significant effects on intentions, which in turn mediates their influence on actual behavior. This explanation is in accordance with the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal

predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36] which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is proposed:

H7: Purchase intention mediates the influence of subjective norms on organic vegetable purchasing behavior

2.2.8 Purchase Intentions, PBC, and Purchase Behavior

The PBC is an individual's belief regarding how much control they have over the behavior they will carry out. Consumers generally have positive attitudes and SN on organic food products, but there are obstacles to PBC, whereas the lack of information negatively impacts consumption behavior, [6] and [42]. Despite the direct influence on behavior, PBC can implicitly influence behavior through Intention as the mediator, [43]. Several research results show that if consumers have a high PBC toward purchasing organic food products, the influence of Intention on behavior will also increase, [44] and [45]. This explanation is following the TPB, [19] and [34] which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36] which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is proposed:

H8: Purchase intention mediates the influence of PBC on organic vegetable purchasing behavior.

2.2.9 CGA, Purchase Intentions, and Purchase Behavior

Consumer Green Assurance is a new concept derived from consumer behavior based on Consumer Behavior Theory, [46] and Norm Belief Value Theory, [47]. In practice, environmentally friendly consumer behavior (green consumer behavior) requires a guarantee (assurance) of consumed products. Guarantees in the form of recognition of products produced and produced in an environmentally friendly manner guarantee that the products are safe for consumption and guarantees of product availability in various places and are sustainable. For that context, consumerism is linked with the concept of guarantee (assurance) derived from Service Quality Theory,

[48], so variables are obtained from green assurance. As for the definition of green assurance in this research, a product guarantees and recognition of organic vegetables that these products are genuinely produced according to organic and environmentally friendly farming system standards. Relevant parties expected to provide recognition for organic vegetables include government, academics, health associations, non-governmental, organizations, environmentalists, organic vegetable communities, business actors, and society in general.

Several studies have revealed that consumers' positive attitudes toward organic food generally do not always reflect their purchasing behavior; this phenomenon is often termed the attitude-behavior gap, [6]. TPB has been used to understand consumer purchasing intentions towards organic food products, and the results show a gap between consumer attitudes and behavioral intentions to purchase organic food, [45]. Research by [15], regarding organic food purchasing behavior shows that a moderating role is needed to fill the gap in consumer intentions toward buying behavior. The research results confirm the positive and significant influence in increasing purchasing behavior and reducing the gap in Intention to purchase behavior. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the following hypothesis is stated:

H9: CGA strengthens the influence of purchasing intentions on organic vegetable purchasing behavior.

2.2.10 CGA, PBC and Purchase Behavior

PBC is a perception of ease in carrying out certain behaviors. PBC is determined by factors that can facilitate or hinder a person's ability to carry out the behavior. One crucial factor that needs to be considered to increase market demand is maintaining and always trying to improve the quality and service of a product. Quality is always used as a benchmark and differentiator between products. Quality assurance must be established to create the best products and services to satisfy consumers. The quality of organic food is currently a concern, especially regarding consumer safety and

security, [49]. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Based on the description above, the hypothesis is stated as follows:

H10: CGA strengthens the influence of PBC on organic vegetable purchasing behavior

Based on the literature, theoretical review, and developed hypotheses, we propose the research model shown in Figure 1.

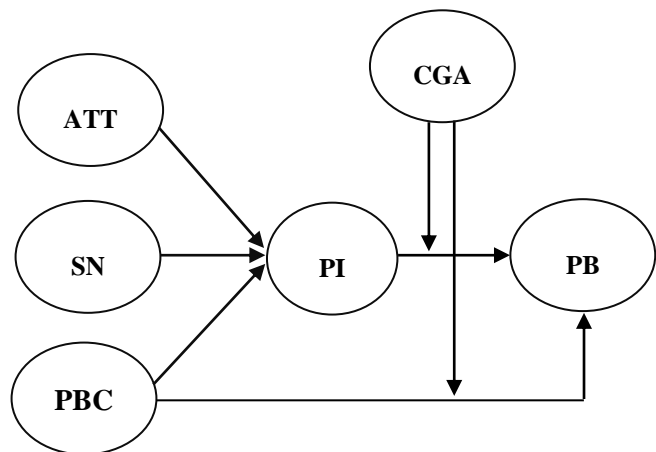


Fig. 1: Research Framework

3 Methodology

This research is explanatory research, namely research that examines the relationship between variables which are then formulated in the form of a hypothesis. A positivist approach was taken to combine the logic of deduction and the results of empirical observations from previous research to confirm general community patterns in purchasing behavior for organic vegetables. This study fits within the cross-sectional research category in terms of the temporal dimension by collecting data through distributing questionnaires at one time using a survey design as a data collection technique which aims to obtain real information through the use of questionnaires as the main data collection tool. Before collecting data, a research instrument test (pilot study) was conducted on 30 respondents from the research population. The validity test results on the 48 instruments in this research questionnaire showed a value above 0.3, [50], so it can be stated that all devices in this research are valid. The

reliability test's findings indicate that Cronbach's alpha value ranges from 0.863 to 0.948, so it can be stated that all instruments in the research are reliable because the matter is above 0.6, [51].

Table 1. Variables and Operational Definitions

Constructs	Number of Indicators	Operational Definition	Literature	Scale
Attitude	11	Understanding the benefits, value, and knowledge of organic	[52], [53], [54]	Five-point Likert Scales
Subjective Norms	7	Encouragement from influential parties	[55], [56]	
Perceived Behavioral Control	6	Levels of convenience and difficulty in making purchases organic vegetables	[57], [58]	
Purchase Intention	5	Motivation to purchase organic vegetables	[25]	
Consumer Green Assurance	14	Guarantee and recognition of the existence of organic vegetables	[18], [40], [59], [60], [61]	
Purchasing Behavior	5	A series of organic vegetable purchasing behavior	[37]	
Personal information		Personal background and information of the consumer	Gender, Age, Marital Status, Occupation, Consider buying organic vegetables, Personal average income, Intensity of purchasing organic vegetables, The usual place to buy organic vegetables	Nominal Scale

The population in this research consists of adult consumers who have purchased organic vegetables in Jakarta. The research sample was 242 respondents spread across the Jakarta area. The purposive sampling method is being used in non-probability sampling. Operational definitions of variables are based on relevant literature and adapted to the context of this research. The research information consists of two parts, including information about the description of the respondents and the variables analyzed in this research. Respondents' responses were measured using a five-point Likert scale. Variable operational definitions are presented in Table 1.

4 Results and Discussion

Of the total questionnaires distributed, 253 answers were returned, but after evaluation, there were only 242 answers that were valid and could be used for further research. More than half of the sample in this study were women (70.7%). The largest age group is 31-40 years (38.8%), and the second largest age group is under 30 years (31%). Most respondents were married (77.3%). Occupation as a source of income is dominated by private employees (58.3%) and entrepreneurs (29.8%). The largest average monthly income group is in the IDR 2,500,000 - IDR 5,000,000 range of income group. Most respondents considered first before purchasing organic vegetables (78.5%), while the largest group

of places to buy organic vegetables is through online sales (61.6%), followed by supermarkets (28.5%).

The PLS measurement evaluation model is based on predictive measurements that have non-parametric properties. The outer *model* with reflexive indicators is evaluated with *Convergent Validity*, *Discriminant Validity*, and *Composite Reliability*. The external model is assessed by analyzing the *convergent validity* of the reflective measurement model indicators, which are evaluated based on the correlation between item and *construct scores*.

An individual reflexive measure is considered high if it correlates more than 0.70 with the construct to be measured. Data processing results show that all indicators are valid and meet the values loading factor above 0.70. Apart from evaluating the value loading factor, construct validity is also assessed by looking at each variable's AVE value (Average Variance Extracted). The data processing results show that the AVE value can be declared good because it meets the requirements for a value of more than 0.5. The square root value of the AVE for each construct is then compared to the correlation value between the construct and other constructs (latent variable correlation) to perform a discriminant validity test. Because the AVE root values of each construct are more significant than the correlations between the constructs and other constructs (latent variable correlation), the model has appropriate discriminant validity. The composite reliability test is conducted to test reliability in the

SEM model. Interpretations of the composite reliability and Cronbach alpha at the limit value of 0.7 and above are acceptable. The value of the composite reliability and Cronbach's alpha SEM-PLS data processing results show that for all variables, the values are above 0.7. The AVE, composite reliability, and Cronbach Alpha values are shown in Table 2.

Table 2. Nilai AVE, Cronbach Alpha and Composite Reliability

	Average Variance Extracted	Cronbach's alpha	Composite reliability
Attitude	0.838	0.981	0.984
Subjective Norms	0.919	0.985	0.987
PBC	0.939	0.987	0.988
Purchase Intention	0.888	0.967	0.967
CGA	0.719	0.970	0.974
Purchasing Behavior	0.914	0.976	0.978

The model testing on the inner model is to identify R-squared values on each endogenous latent variable as the predictive strength of the structural model. The inner model shows relationships among the constructs, significance levels, and R-squared values. The R² value of the purchasing behavior variable is 0.527, which means that the constructs of attitude, subjective norms, PBC, purchase intention, and CGA can explain 52.7% interaction of variabilities of the purchasing behavior construct, while other variables not included in this study explain 47,3% interaction of the variabilities. The latent endogenous variables in the structural model show that the model is strongly representable.

Furthermore, the R² value on the purchase intention variable is 0.316, which means that the constructs of attitude, subjective norms, and PBC with interactions of 31.6%, explain the purchase intention construct variability, while 68.4% interaction of variabilities explained by other remaining variables that are not in this research. Based on the R² value of the purchasing behavior and purchasing intention variables, the predictive relevance (Q²) value is computed as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) \\
 &= 1 - (1 - 0,527) (1 - 0,316) \\
 &= 1 - (0,473)(0,684) \\
 &= 0,676
 \end{aligned}$$

Table 3. Output Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STD EV)	t-statistics (O/STD EV)	P values
Attitude -> Purchase Intention	0.141	0.140	0.061	2.307	0.021
Subjective Norm -> Purchase Intention	0.121	0.126	0.069	1.760	0.079
PBC -> Purchase Intention	0.451	0.448	0.058	7.769	0.000
PBC -> Purchase Behavior	0.271	0.271	0.059	4.556	0.000
Purchase Intention -> Purchase Behavior	0.377	0.377	0.057	6.588	0.000
Attitude -> Purchase Intention -> Purchase Behavior	0.053	0.053	0.026	2.076	0.038
Subjective Norm -> Purchase Intention -> Purchase Behavior	0.046	0.048	0.029	1.577	0.115
PBC -> Purchase Intention -> Purchase Behavior	0.170	0.168	0.031	5.465	0.000
CGA -> Purchase Behavior	0.142	0.147	0.051	2.788	0.005
CGA x Purchase Intent -> Purchase Behavior	0.168	0.161	0.066	2.543	0.011
CGA x PBC -> Purchase Behavior	0.133	0.138	0.067	1.991	0.047

Source: smartPLS data processing results

The Q-Square calculation result in this study is 0.676 or 67.6%. Thus, it concludes that the model in this study has a relevant predictive value, where the

model used can explain the research data information by 67.6%.

The measurement model aims to predict the causal relationships among variables or hypotheses tests by indicating the significance level. In Smart-PLS, the t-statistic value of the outer model score must score above 1.96 in the two-tailed hypothesis test at a 5 percent alpha value; test results are presented in Table 3.

The relationship between attitude construct and purchase intention shows a positive effect at a significance level of 5% ($t_{count} 2.307 > 1.96$). The subjective norm construct has no impact on purchase intentions at a significance level of 5% ($t_{count} 1.760 < 1.96$). The PBC construct positively affects purchase intention at a significance level of 5% ($t_{count} 7,769 > 1.96$). The PBC construct has a positive effect on purchasing behavior at a significance level of 5% ($t_{count} 4.556 > 1.96$), and the purchase intention construct has a positive impact on buying behavior at a significance level of 5% ($t_{count} 6.588 > 1.96$). The attitude construct mediated by purchase intention positively affects purchasing behavior at a significance level of 5% ($t_{count} 2.076 > 1.96$). The subjective norm construct mediated by purchase intention does not involve buying behavior at a significance level of 5% ($t_{count} 1.577 < 1.96$), and the PBC construct mediated by purchase intention has a positive effect on purchase behavior at a significance level of 5% ($t_{count} 5.465 > 1, 96$). There is an influence between constructs, which shows that CGA positively affects purchasing behavior at a significance level of 5% ($t_{count} 2.788 > 1.96$). Construct CGA X purchase intention positively affects purchasing behavior at a significance level of 5% ($t_{count} 2.543 > 1.96$). Next, construct CGA X PBC positively affects purchasing behavior at a significance level of 5% ($t_{count} 1.991 > 1.96$). The test results conclude that this research indicates a moderating influence that strengthens the impact on purchasing behavior. The moderation in this study is classified as quasi-moderation since each coefficient on the effect of CGA on buying behavior, the influence of CGA on the relationship between purchase intention and purchasing behavior, and the influence of CGA on the relationship between PBC and purchasing behavior, show significant values. The influence and path coefficient values between variables in this study are presented in Figure 2.

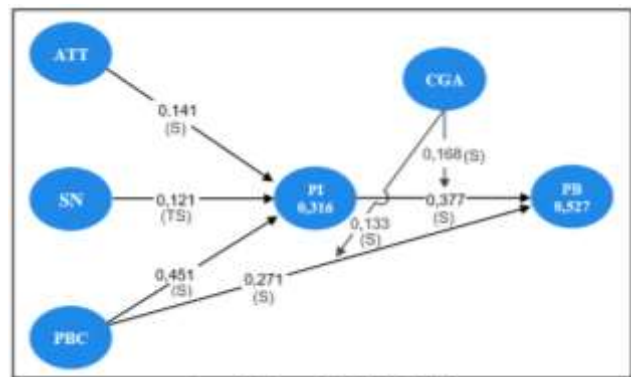


Fig. 2: Output Model PLS-SEM

The research results show that (1) attitude has a positive and significant effect on purchase intention; (2) subjective norms have no effect on consumer purchase intentions; (3) PBC has a positive and significant effect on purchase intention; (4) PBC has a positive and significant effect on purchasing behavior; (5) purchase intention has a positive and significant effect on purchasing behavior; (6) purchase intention mediates the influence of attitude on purchasing behavior; (7) purchase intention does not mediate the influence of subjective norms on behavior purchase; (8) purchase intention mediates the PBC variable on purchasing behavior; (9) CGA moderates the influence of purchase intentions on purchasing behavior; (10) CGA moderates the positive influence of PBC on purchasing behavior.

All hypotheses in this study are supported by research data except the subjective norm variable. The research results show that two independent variables in this research, namely the attitude variable and the PBC variable, have a positive and significant effect on purchase intention. Apart from influencing purchasing intentions, PBC has also been proven to positively and significantly influence organic vegetable purchasing behavior. Purchase intention is proven to have a positive and significant influence on organic vegetable purchasing behavior. Furthermore, purchase intention and PBC are strengthened by CGA on purchasing behavior.

Purchase intention is an antecedent of consumer behavior. The higher the consumer's purchase intention, the greater the opportunity for a purchase to occur. Organic vegetable consumers in Jakarta have strong purchasing intentions, resulting in organic vegetable purchasing behavior. Intention is an indication of a person's readiness to carry out certain behavior and is considered a direct determinant or cause of behavior, [25]. Intention signifies the plan and determination to carry out the targeted behavior. Generally, a person shows intention towards a behavior if they have evaluated it positively, experienced social pressure to do it,

and believe that they have the opportunity and are capable of doing it. By strengthening a person's intention towards a behavior, the possibility of the individual carrying out that behavior increases. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism. Regarding the environmentally friendly behavior of the Greek population shows that consumer intention is the best predictor influencing environmentally friendly behavior, [62].

Consumers' positive attitudes towards the availability of organic vegetables in Jakarta determine the formation of purchasing intentions that encourage the purchase of organic vegetables. The better the consumer's attitude towards organic vegetables, the higher the opportunity to purchase organic vegetables, because attitude is a person's thoughts about liking or disliking something, as well as staying away from or approaching something. In the context of this research, it is more about feelings of liking or disliking organic food. If the consumer has a good perception, then he will consume organic food, this is what will encourage consumers to increase their purchase intention towards organic food. This explanation is following the TPB, [19], which explains that attitude is one of the most important factors influencing consumer intentions and behavior in choosing a product. Consumers who have a positive attitude towards environmentally friendly products tend to make environmentally friendly purchases. Previous research reveals that many consumers have favorable attitudes towards organic food and the purchase of such products, [27] and [26]. [28], tested and confirmed a significant positive relationship between attitudes and intentions towards organic products among Australian students. A study conducted by [29], in Iran showed that attitude was the strongest predictor of young consumers' intention to purchase organic food.

Low subjective norms towards organic vegetables cause low intentions to buy organic vegetables so that they do not influence organic vegetable buying behavior. The lack of socialization and promotional activities for organic vegetables in Jakarta has resulted in a lack of appeals and encouragement to the public to consume organic vegetables so that organic vegetable purchasing

behavior caused by the influence of subjective norms does not appear to apply in Jakarta.

The PBC of respondents in this study is quite strong in motivating consumers' purchasing intentions towards organic vegetables so that organic vegetable purchasing behavior can be realized. Consumers in Jakarta feel confident that they can buy organic vegetables with the support of adequate resources, and their purchase intention to purchase organic vegetables can be realized. PBC describes consumers' feelings about their ability to carry out certain behaviors (self-efficacy). The theory of planned behavior, [25], suggests that perceived control is determined by individual beliefs regarding the availability of resources in the form of equipment, compatibility, competence, and opportunities (control belief strength) which support or hinder the behavior to be predicted and the magnitude of the role of resources. the power (power of control factor) in realizing this behavior. Research by [63], regarding the influence of PBC on intentions to file complaints in online media shows that in general both TRA and TPB can predict consumers' intentions to file complaints. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism.

CGA can act as a mediator to strengthen the relationship between purchasing intentions and purchasing behavior. Guarantees of product originality and recognition from competent parties can increase consumer confidence in organic vegetables circulating in Jakarta. Consumer confidence in purchasing organic vegetables has increased, resulting in a sense of optimism in purchasing organic vegetables. PBC is a perception of the level of ease in carrying out certain behaviors. PBC is determined by the presence of factors that can facilitate or hinder a person's ability to carry out the behavior. One important factor that needs to be considered in an effort to increase market demand is maintaining and always trying to improve the quality and service of a product. Quality is always used as a benchmark and differentiator between one product and another. Quality assurance is something that must be established in an effort to create the best products and services to satisfy consumers. The quality of organic food is currently a concern, especially in terms of consumer safety and security

[48]. This explanation is following the TPB, [19] and [34], which state that attitudes, subjective norms, and PBC are three direct predictors of intentions which are proximal predictors of behavior. Apart from that, this explanation is also following the SOR Theory, [36], which is based on the assumption that the cause of changes in behavior depends on the quality of the stimulus that communicates with the organism.

CGA must be implemented to increase consumer confidence in the information, quality, and originality of organic vegetables circulating in Jakarta. The implementation of CGA also strengthens the validity of labeling organic vegetable products issued to answer emerging consumer doubts due to the circulation of phony organic vegetables on the market. CGA is important for consumers as a guarantee and recognition of the existence of organic vegetables.

As a policy maker, the government plays a vital role in developing organic vegetable marketing to achieve the ultimate goal of sustainable consumption and production, namely sustainable production and consumption by implementing environmentally friendly production and consumption, in this case, organic vegetable products. Several things need to be done by the government to increase the purchasing behavior of organic vegetables.

For future researchers, the results of this research are open to being developed by adding other variables, thereby opening up opportunities for obtaining novelties for further investigation. It is necessary to conduct further studies on predictors of subjective norms with this research topic, namely organic vegetable purchasing behavior. This research can be an embryo for the development of further research whose application is carried out in a broader unit of analysis so that the research results can be more generalized for planning and policy-making at the national level.

For economic actors, the results of this research can be a benchmark and consideration to determine the factors that influence consumers' purchasing intentions and purchasing behavior of organic vegetables, especially in the Jakarta area. Organic vegetable business actors can prepare anticipatory steps, make plans, and determine solutions to several problems described in this research.

5 Conclusion

5.1 Conclusions

Based on the analysis and discussion presented in advance, the following conclusions can be drawn: Respondents' assessments in this study were able to form a positive attitude toward purchasing organic vegetables. Organic vegetable consumers in Jakarta have acknowledged the health benefits of consuming organic vegetables and, at the same time, have the awareness to help preserve the environment. Consumers' positive attitudes motivate the shaping of consumer purchasing intentions toward organic vegetable products. Neither appeals nor encouragement from various parties to individuals, as social influences that prevail in society (subjective norms), to purchase organic vegetables are not felt. Organic vegetable products in Jakarta still need to be recognized and are less recommended for consumption as vegetable products that provide health benefits for the body.

Most of the respondents in this study felt interested in consuming and purchasing organic vegetables. Consumer confidence in their ability to buy organic vegetables then shapes consumer purchasing intentions towards organic vegetables. Most respondents in this study felt optimistic about buying organic vegetables; sufficient resources and a supportive situation supported this. Consumers have enough income, know how to get it, and understand organic vegetables and their consequences.

Purchase intention is an antecedent of consumer behavior. The higher the consumer's purchase intention, the more excellent the opportunity for a purchase to occur. Organic vegetable consumers in Jakarta have strong purchasing intentions, resulting in organic vegetable purchasing behavior. Consumers' positive attitudes towards the availability of organic vegetables in Jakarta determine the establishment of purchasing intentions that encourage the purchase of organic vegetables. The better the consumer's attitude towards organic vegetables, the higher the opportunity to purchase organic vegetables. Low subjective norms towards organic vegetables cause humble intentions to buy organic vegetables, so they do not influence their buying behavior. The lack of socialization and promotional activities on organic vegetables in Jakarta has resulted in the lack of appeals and encouragement to the society to consume organic vegetables, so organic vegetable purchasing behavior caused by the influence of subjective norms appears to only apply in Jakarta.

The PBC of respondents in this study is quite firm in motivating consumers' purchasing intentions towards organic vegetables to realize organic vegetable purchasing behavior. Consumers in Jakarta feel confident that they can buy organic vegetables with adequate resources, and their intention to purchase them can be realized. CGA is a mediator to strengthen the relationship between buying preferences and purchasing behavior. Guarantees of product originality and recognition from competent parties can increase consumer confidence in organic vegetables circulating in Jakarta. Consumer confidence in purchasing organic vegetables has increased, resulting in a sense of optimism in purchasing organic vegetables.

5.2 Limitations

There are several limitations in this research. Respondents' capacity to understand the term organic differs, giving rise to differences in perception. Second, each individual's purchasing of organic vegetables is different, determined by various factors such as income level, taste, motivation, culture, and lifestyle. Hence, respondents' experiences in consuming organic vegetables are still quite varied. Third, although this research reveals new information about the purchasing behavior of organic vegetable consumers in Jakarta, the results cannot necessarily be applied to other regions because each area has differences in socio-demographic characteristics and economic development.

5.3 Implication

Based on the discussion described in advance, several suggestions can be made: The influence of subjective norms regarding organic vegetable purchasing behavior that applies among Jakarta society needs to be increased. Various activities to increase subjective norms regarding organic vegetable purchasing behavior can be carried out through organizing socialization activities, promotions/exhibitions, and activities at scientific forums such as seminars, workshops, and competitions with themes on organic vegetables initiated by the government and academics. Relevant parties need to participate and be more severe in efforts to foster subjective norms for purchasing organic vegetables.

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